



Date: September 5, 2006
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending September 1, 2006

This *City Report* highlights various activities for the week ending Friday, September 1. Consistent with our Focus on Results (FOR) Long Beach performance management efforts, we are now using *Citywide Service (formerly Focus) Areas* to organize our weekly activities. These Service Areas, which are also used in the FY07 Budget, are built upon the broad categories identified in the Strategic Plan 2010 document and provide a comprehensive framework for communicating all City programs and services.

It is our hope that this framework will improve our ability to communicate information about the services we provide. Please feel free to contact my staff should you have any questions.

MAJOR WEEKLY HIGHLIGHTS

Service Area: Leadership, Management and Support **City Manager**

August 29 marked the first anniversary of Hurricane Katrina slamming into the Gulf Area, and, specifically, Long Beach, MS, destroying ten square miles of the city. In response on October 11, 2005, the Long Beach, CA (LBCA) City Council adopted a resolution to support Long Beach, MS (LBMS). The *Long Beach Cares: Long Beach, CA Helping Long Beach, MS* campaign was launched to raise awareness about, and money for, LBMS. On August 30, Mayor Bob Foster, accompanied by Fire Chief David Ellis, Deputy Police Chief JJ Craig and Detective Chris Rose, traveled to LBMS to deliver heartfelt greetings and a \$40,500 check made possible by the generous donations of Long Beach, CA residents and businesses. The *Long Beach Cares* Campaign conducted several fund-raising events and served as conduit for other outreach efforts to help Long Beach MS (LBMS). Residents and businesses gave time and money, and organized trips to the Gulf States to assist in recovery and rebuilding efforts. For more information about the Long Beach Cares efforts, please visit www.longbeachcares.org.

Service Area: Business and Economic Assistance **Community Development, Economic Development**

A team of City leaders and state elected officials met in Sacramento this week in a successful end-of-session push for legislation to prevent the Long Beach Enterprise Zone from going dark. Enterprise zones give companies tax incentives for investing in plant and equipment and for hiring local workers, and are important to continue attracting employers to the area. Nearly 40 percent of Long Beach is in an enterprise zone. AB 1550, which passed the Senate Floor Thursday with a vote of 40-0, includes significant provisions to improve the management, oversight, and transparency of the program and effectively grants an extension to bridge a six-month gap between the January sunset of existing zones and the subsequent designation of new zones. This victory helps retain important tax credits for Long Beach business and safeguards zone-supported employment for local residents.

UPCOMING EVENTS AND PROJECTS

Service Area: Leadership, Management and Support

City Manager

The City Council is continuing to hold a series of scheduled workshops and hearings to provide additional information to, and solicit direct input about the FY 07 Proposed Budget from the City Council and the community. A budget workshop and hearing will be held at 3:00 pm and 7:00 pm, respectively, on **September 5, September 12** and each subsequent Tuesday in September until the City Council adopts the budget before September 30, 2006. The City Council will receive budget presentations from all elected officials, commission-led departments and the City Clerk, as well as selected presentations from the City Manager's staff. For more information on the FY 07 Budget, please visit www.longbeach.gov.

AWARDS AND SPECIAL RECOGNITION

Service Area: Business and Economic Assistance

Community Development, Economic Development

The California Downtown Association presented the City of Long Beach with the Crystal Eagle Award for the Special Events and Promotion Category in recognition of the Long Beach Grand Prix. This category honors excellence in events that celebrate a business district, attract visitors and enhance the image and economic vitality of a community. The dedicated and successful partnership of the City of Long Beach, Grand Prix Association of Long Beach (GPALB) and Downtown Long Beach Associates (DLBA) has been in place since the first race day in 1975 with a crowd of 45,000. The 2006 event spanned two weekends, drew a crowd of over 175,000 and had an estimated direct economic impact of \$35 million. For more information, contact Jacqueline Medina at 570.3827.

Service Area: Environment

Harbor Department

The U.S. Environmental Protection Agency is providing a \$300,000 grant to the Port of Long Beach to fund the development of hybrid-powered cargo-handling equipment and testing at one of the Port's container shipping terminals. The two-year, \$1.2 million project will research, develop, build and test ultra-low emissions hybrid cargo-handling vehicles, known as *yard hostlers*, to improve air quality. The project will test hybrid technology, which combines a clean source of power with a clean diesel engine for dramatic emissions reductions.

WEEKLY HIGHLIGHTS

Service Area: Business and Economic Assistance

Community Development, Redevelopment

This month's *Snapshot: Long Beach* on LBTV Channel 8 includes a segment on the Redevelopment Agency's hugely successful *First Annual Town Hall Meeting* that was attended by more than 250 residents. The feature will run **until September 5**. Check the program guide at www.longbeach.gov for a complete schedule.

Parks, Recreation and Marine, Special Events and Filming Bureau

The Special Events and Filming Office processed nine block parties for the week of August 26 through September 1.

Go Film, with a cast and crew of 60, filmed a TV commercial *Cellular South* at Hughes Middle School on August 29.

Blind Decker Productions, Inc., with a cast and crew of 100, filmed a TV show *Dexter* at locations on Fanwood and Chatwin on August 29.

WEEKLY HIGHLIGHTS

Service Area: Community Safety

Police and Community Development

Recently more than 75 concerned citizens joined City leaders and state legislative officials at California Recreation Park for a Public Safety Forum hosted by the Anaheim Street Community Police Center Advisory Board. The discussion focused on the violent crimes, gangs and graffiti proliferating the area's neighborhoods. The Police Department stressed the need for reliable witnesses and court acceptable evidence in order to resolve cases, and reminded residents that calls to the police remain anonymous. For more information, please contact Bryant_Ben@longbeach.gov.

Service Area: Culture, Education and Leisure

City Manager

The Sea Festival Association of Long Beach, Inc., and the Department of Parks, Recreation and Marine presented the 2006 Long Beach Sea Festival in cooperation with Partners of Parks and other event sponsors. The *Festival* culminated last week, ending a three-month festival of fun for Long Beach and area residents.

Approximately 300 people participated in the *Go Fly a Kite Championship* held August 26 at the beach near the Granada Launch Ramp.

More than 3,100 people watched the *Movies in the Park* presentation of *Chicken Little* at three city parks: DeForest Park on August 28, Bixby Park on August 30, and Cesar E. Chavez Park on September 1. Park staff provided free popcorn, sodas, and games and activities for participants. Approximately 300 people participated in the *Go Fly a Kite Championship* held August 26 at the beach near the Granada Launch Ramp.

Parks, Recreation and Marine, Community Recreation Programs Bureau

On August 26, more than 500 people participated in the grand opening of Ed "Pop's" Davenport Park. Participants enjoyed a nice lunch and participated in arts and crafts, face painting, and moon bounces.

More than 200 community members and families attended the Stearns Champions Park Musical Theatre Group performance of "My Hometown Review," at Marshall Middle School on August 26.

Health and Human Services, Library Services

In August, the Center for Families and Youth began offering the *Raising a Reader* program to Family Preservation (FP) program participants through collaboration with the Long Beach Public Library Foundation. During their weekly home visits with families with young children, FP Case Managers are delivering and exchanging bright red *Raising a Reader* canvass bags containing multicultural children's books. The bags are rotated, with each family receiving a different bag of books each week for 12 weeks. The program aims to foster a love of books, develop children's pre-literacy skills, and encourage positive parent-child interaction. The Los Angeles County Department of Children and Family Services provided funding for the Raising a Reader program materials.

WEEKLY HIGHLIGHTS

Service Area: Environment

Community Development, Neighborhood Services

Staff helped organize a neighborhood clean up at the 200 block of West Heath Street in North Long Beach and at the Cherry/Temple Neighborhood Improvement Strategy (NIS) Area. More than 68 volunteers collected eighteen tons of trash, debris and large items from the surrounding areas. For more information on Neighborhood Improvement Strategy (NIS) Areas, please contact Chantara_Nop@longbeach.gov.

Service Area: Health and Human Services

Health and Human Services

Representatives from large organizations, academic institutions, community and faith based organizations, and other city representatives attended a community Pandemic Influenza Advisory Committee meeting on August 25. The meeting was convened by the City's Bioterrorism Preparedness Program to build response efforts among local organizations to minimize the effects of a pandemic influenza outbreak in Long Beach.

In August, the *Healthy Active Long Beach* program provided nutrition and physical education presentations and materials to residents during community events in Long Beach including the *12th Annual Springdale Gala Celebration Back to School with Excellence*, at the Springdale West Apartments, and the *8th Annual Back to School Jam* at the Carmelitos Housing Community.

On August 24, 20 Long Beach participants graduated from *Healthy Active Long Beach's* 16th nutrition education class of the year. The three-week class taught participants ways to get their families to eat more fruits and vegetables, and increase their physical activity.

On August 31, the Bioterrorism Preparedness Program conducted a workshop for health care providers at St. Mary Medical Center to increase awareness about emergency preparedness efforts, biological agents and effective medical response, and to increase volunteer participation among the medical community in the event of a disaster.

Service Area: Leadership, Management and Support

Community Development

The Community Development Advisory Commission (CDAC) elected its 2007 officers this month. The fifteen-member citizen body provides funding recommendations to the Mayor and City Council on the use of \$9 million received annually from the U.S. Department of Housing and Community Development for Community Development Block Grants (CDBG). CDBG funds support a broad array of programs and services concerning neighborhood improvement, economic development and social services. For more information, please contact Dennis Thys at 570.6843.

Service Area: Utilities

Long Beach Gas & Oil, Gas Services Bureau

Staff completed a total of 3,277 service calls. This total included 880 gas and water utility turn ons, and 939 turn offs. During this period, 1,156 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 302 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 382 emergency phone calls that resulted in 89 emergency orders being sent out.

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Service Area: Infrastructure and Transportation

Parks, Recreation and Marine, Planning and Development Bureau

The drywall and access door installation has been completed at Martin Luther King, Jr. Park Pool. Interior walls are being prepared for painting, and the second coat of stucco is being applied.

Street Construction Report

Water Department, Sewer & Sewer Lift Station Modifications

Contact: 570.2323

Magnolia Ave.

Corner of Ocean Blvd. and Magnolia Ave.

Estimated completion:

Early September

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

Pine Ave

From 2nd St. to 7th St., street closed from 2nd St. to 6th St.

Alley west of Pine Ave

Between 2nd St. & 7th St.

Estimated completion:

Early September

Long Beach Gas and Oil, Rebuilding gas regulator station

Contact: 570.2060

4th St. & Loma Ave.

3rd St. & Loma Ave.

Vista St. & Loma Ave.

Estimated completion:

Mid September

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

Gateway West Area

Between Maine Ave. & Pacific Ave.

Between 6th St. & 3rd St.

Estimated completion

Early September

Public Works, Street Improvement

Contact: Public Works

570.5160

Long Beach Blvd.

Between Wardlow Rd. and San Antonio Dr.

Estimated completion:

Early October

Public Works, Streetscape

Contact: 570.5160

Atlantic Ave.

Between 56th St. to 59th St.

South St.

Between Linden Ave. to Lime Ave.

Estimated completion:

Early November

Public Works, Street Improvement

Contact: 570.5160

Stearns St.

Between Clark Ave. to Bellflower Blvd.

Estimated completion:

Early September

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager
Reginald Harrison, Deputy City Manager
Suzanne Mason, Deputy City Manager
City Manager Department Heads
Tom Modica, Government Affairs Manager
Jyl Marden, Assistant to the City Manager